

OUT & About



The Pacific Region
Outreach Newsletter

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Programs for Disabled Visitors — Is Your Refuge Ready?

Sacramento NWRC improves its “universal access” programs

By Denise Dachner

Iuse a wheelchair. What kinds of access is there to your hunting blinds?” “My sister is blind; do you have braille brochures or interpretive exhibits or displays?”

These are typical questions refuges receive from people with disabilities who would like “universal access” — maximum access and participation for all persons — to refuge recreation opportunities. At Sacramento National

Wildlife Refuge Complex (refuge), improving universal access opportunities is a public use priority.

When the Region 1 office commissioned an independent audit by the Bureau of Reclamation, Civil Rights Division, to identify needed access improvements on the refuge in December 1997, our time line for improvements was accelerated. The audit produced four volumes of suggestions, ranging from the addition of a telecommunication display device (TDD) and braille brochures to the completion of 67 modifications on a public restroom.

To implement these suggestions, the refuge compiled a 22-item action plan. The estimated cost of the suggested modifications and improve-



Refuge staff meets with Working Group.

See **UNIVERSAL ACCESS...** Page 12

O&A Wins Again!

Region 1 newsletter takes second place award

By Susan Saul

For the second year in a row, the Association for Conservation Information (ACI) honored your Pacific Region quarterly outreach newsletter, *Out & About*, with an award in the internal communications category of its annual communications competition.

At its July meeting, ACI presented *Out & About* with a second place award among the 10 entries. Last year, the Service's regional outreach newsletter won the coveted first place award.

This time, *Out & About* outranked entries from such highly-regarded resource agencies as the Texas Parks and Wildlife Department and the Michigan Department of Natural

Resources. It was praised by the judges for having “a lot of visual appeal” and being in “an easy-to-read style.” One judge wrote, “The newsletters are an example of a good use of resources — not too sleek, but still professional-looking.”

The newsletter was conceived by the regional outreach team in 1992 to encourage greater and more creative outreach from Service employees.

Congratulations to the editing and production team of editor Jeanne Clark, former editor Sheila McCartan (Nisqually NWR), and Kathie Nute (Western Type & Telecommunications).

Susan Saul is an outreach specialist in the Region 1 External Affairs Office.

Out & About is published quarterly for Region 1 Fish and Wildlife Service employees.

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 Jeanne Clark, Stone Lakes NWR Design
 Kathie Nute, Western Type
 Mary Chapeau, Chapeau Graphics

SUBMISSIONS
 We welcome your submissions to Out & About. Regular sections in the newsletter are:
 Feature Articles
 Case Studies
 Outreach Accomplishments
 Trainings & Workshops
 Announcements
 Q & A
 Letters to the Editor
 Outreach Resources

Submissions should be double-spaced typed and submitted as a WordPerfect document with hardcopy. Please gear contributions to newsletter style; avoid using jargon or technical data; and keep features to 500 words and brief articles to 150 words. We cannot guarantee publication of articles.

Submit articles to Jeanne Clark:
 Stone Lakes NWR
 2233 Watt Ave. Suite 230
 Sacramento, CA 95825
 Phone: (916) 979-2085
 Fax: (916) 979-2058
 cc: mail: Clark, Jeanne

SUBMISSION DEADLINES
 Submissions for the spring issue of Out & About are due January 15.

Out & About has received U.S. Department of the Interior and Fish and Wildlife Service DI-550 approval.

It is the policy of the U.S. Department of the Interior to ensure that individuals are not denied employment opportunities or program delivery because of their race, color, age (40+), sex (gender), national origin, religion, physical or mental handicap. Unlawful discrimination in any form is strictly prohibited by agency policies and should be reported to the Fish and Wildlife Service Region 1 Equal Employment Opportunity Counselor, Office for Human Resources, 911 NE 11th Ave., Portland, OR 97232-4181.

FROM THE DIRECTOR

Environmental Education: It's Not Just Kid Stuff

By Jamie Rappaport Clark

Editor's Note: The following shortened article, originally appeared in entirety in the Summer 1998 issue of the National Conservation Training Center publication, Notes. While the Director used the article to focus on the outstanding outreach training opportunities offered at NCTC, her comments about environmental education complement the messages found in this Pacific Region outreach publication.



A challenge: Name the most pressing issues in the Fish and Wildlife Service. Depending on your location and job, you may answer "saving endangered species," "conserving wetlands," "restoring native fish populations," or "protecting migratory birds." All are extremely important and urgent, without question.

Now identify the causes of these issues. Why do we face these, and other burning challenges? The answers could vary from "lack of legislation," "excess development," "exploitation of resources," to "lack of understanding of ecological principles," or any one of a myriad of causes.

The common element? All are traceable to PEOPLE. And, as Aldo Leopold believed, solving wildlife problems is relatively easy: It's dealing with the human side of wildlife management that is the true challenge.

How can we resolve our wildlife issues? It involves taking a careful look at the "people" side of ecosystem conservation; taking as careful a look at the people involved and their reasons for doing what they do, as a biologist takes at wildlife and their related factors in a habitat restoration project.

Many times, by raising awareness, providing information about issues and alternative approaches, or developing skills in negotiation or communication, we can alter outcomes or even prevent conflicts. Building relationships and fostering public understanding will help ensure a more secure future for America's fish, wildlife, and plant resources. These are the goals of environmental education.

Aware, knowledgeable and skilled citizens are critical to solving important wildlife issues. However, we must better target our education efforts to reach the many parts of our society that shape attitudes toward, and knowledge about, the environment — families, private enterprise, community, and interest groups, and the media.

Environmental education in the U.S. Fish and Wildlife Service cannot be just kid stuff. It must be relevant to the real issues that our employees are facing every day and must contribute to creating an American citizenry that understands the basic tenets of a land ethic and fish and wildlife management.

Environmental and conservation education are important to the Services long-term mission. In some communities, our environmental education programs can be the most effective way to establish and improve community relations. Education programs can, and should, support specific Service resource issues. For example, an education program developed for and targeted to the proper audience could be used to explain reintroduction of an endangered species, or why a particular refuge should conduct a hunting program, an animal control program, or a prescribed burn.

A recent Roper survey, commissioned by the National Environmental Education and Training Foundation, shows public support for environmental education is at an all-time high. It reports that the more knowledge people have about the environment the more likely they are to be engaged in behaviors that benefit the environment. In addition, 90 percent of the respondents regularly engage in activities to protect the environment. Nearly 30 percent of Americans volunteer their time for an environmental cause. On the downside, however, 68 percent of those surveyed got failing grades on 12 simple

See FROM THE DIRECTOR... Page 3

OUTREACH ACCOMPLISHMENTS

New NCTC Class Receives High Marks

Festivals and Specials Events course has the ingredients for success

By Jeanne Clark

Walking into any NCTC classroom is, by itself, a pretty amazing experience. Comfortable chairs. High tech, computerized audio-visual resources. Great views from every window.

But seeing the room set aside for the three-day Developing Festivals and Special Events course foretold that this class was going to be an event in itself. Tables were covered with paper and strewn with marking pens, candy, 3x5 cards, and other supplies. Walls were covered with agendas, participant biographies, and event ideas. Upbeat music played from a boom box. Add to this atmosphere course leader Laura Jones, a slate of energetic and knowledgeable instructors, and you have the ingredients for a successful course.

Jones chose "The Recipe for Success" as her class theme, using the recipe idea to drive home the ingredients of event planning. Participants were given a binder set up for the numerous handouts provided during the course. They received a detailed outline showing the key tasks to complete, sample timelines, and steps to follow in organizing an event or festival. They heard about the fine points of planning several actual events, including "Walk on the Wildside," a one-day event held at Stone Lakes NWR, and the three-day "Festival of the Cranes" at Bosque del Apache NWR. They also broke into teams each day and planned mock events, which were presented on the final day of the class.

True to her reputation as the Service's enthusiastic guru of event planning, Jones

turned the end of the course into an event located on the steps of the dining commons — complete with miniature mortar board hats, confetti, and a group photo.

Participants remarked that they had plenty of opportunities to interact, share their ideas, and offer feedback on this pilot course. Their comments tell it all:

"After taking the course, I felt confident that I could put on a festival or special event with a twist all its own."

"[The course] provided excellent information on marketing and calculating economic impact. These are indispensable skills for conservation education professionals."

Jones reflected on her experiences at Leavenworth National Fish Hatchery, where the staff and its partners developed a model Salmon Festival that she referenced throughout the course. "Festivals and events are great vehicles for environmental education," says Jones. "They offer excellent opportunities to build partnerships and advocacy for your resource programs. And they stimulate local economies. All are important ingredients for creating strong and lasting ties with people in your community." For information about the next course, call Laura Jones, 304/876-7499. (Looking for help? See Resources page 11.)

Jeanne Clark is editor of Out & About and public outreach coordinator at Stone Lakes National Wildlife Refuge.

From the Director...

Continued from Page 2

questions designed to test basic environmental knowledge. Clearly, we have to do a better job of education.

The U.S. Fish and Wildlife Service can offer environmental education programs which foster skills and habits that people can use throughout their lives to understand and act on environmental issues. Environmental education builds the capability to work individually as well as cooperatively to solve wildlife

challenges. Exactly what we need.

I urge your to think about environmental education in new ways; not just as kid stuff, but as a way to reach additional audiences and build new community partnerships in support of healthy fish, wildlife, and plant resources for the future.

Jamie Rappaport Clark is the director of the U.S. Fish and Wildlife Service.

"I really enjoyed
 the course's
 lively
 atmosphere.
 The instructors
 practiced what
 they preached!"

Letters-to-the-Editor

Make your response soon, short, simple, and sharp

By David Klinger

The newspaper article said the Fish and Wildlife Service was going to list a beetle that no one had ever seen. They said that biologists were going to confiscate neighbors' land as a sanctuary for the insect. And they said law enforcement agents were going to enforce the beetle protection zone through the use of black helicopters.

So you drafted a four-page rebuttal, with biological justifications for the listing and spent a month having it reviewed, surnamed by supervisors, typed, and sent by regular mail to the newspaper.

Congratulations! You did your job!

But your comments will probably will never see the light of day.

"Letters-to-the-editor" are one of the most effective ways in which a public agency can set the record straight on controversial subjects and activities.

They are often the only avenue by which factual errors can be corrected, misconceptions rebutted, and unfair characterizations challenged. They are free, fast, and fundamental for any of us who care about public perceptions on resource issues.

But they only work when you follow a few basic rules-of-thumb to ensure that what you write will see print or be aired by your local radio or television station. These tips can be summarized in four words: **soon, short, simple, and sharp.**

• **Soon** — To stand any chance of use, your letter must respond immediately after the offending story appears or is aired. Obtain

whatever reviews and surnames you must, but for newspapers your letter should arrive no more than one or two days after the original piece. For

radio or television, your response should occur within the same "news cycle" — the same day or the next morning. Use instantaneous communications by fax, Internet, or overnight mail to convey a sense of urgency and improve the chances your letter will get used.

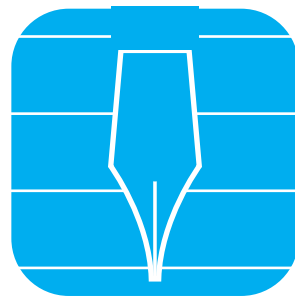
• **Short** — Resist the temptation to write all you know about a particular subject. Your job is to get several key points into print. Pick out the two or three most offending points in an article and confine your response to those, letting minor inaccuracies go. An appropriate length for a "Letter-to-the-editor" is about 300 words.

• **Simple** — Keep your response to the issues at hand, and do so in terms that are easy for the public to understand. Avoid scientific and technical jargon, as well as acronyms, bureaucratic "buzzwords," and other language that the average reader would not comprehend. Use terms that your neighbor or a family member would understand.

• **Sharp** — Not offensive, but focused. Letters should be direct, must tackle factual inaccuracies head-on, and yet need to address errors of interpretation in a tactful way. Everyone is entitled to their own opinion, especially newspaper editorialists, television commentators, and citizens with legitimate views on Service actions and government policies. Respect differing opinions, while you zero-in on the misconceptions, incomplete information, and half-truths that may underlie those views.

There are other avenues by which inaccurate information in the news media can be corrected or challenged. "Letters-to-the-editor" are only one tool in your communications toolbox. Like a trusty wrench, one size does not fit all, but it remains one of the easiest to use if matched to the situation. **O**

David Klinger is senior writer-editor at the National Conservation Training Center.



"Use terms that your neighbor or a family member would understand."

Sending Keiko Home

FWS helps send celebrity orca back to Iceland

By Toni McLaughlin

For U.S. Fish and Wildlife Service Inspectors, it's normal to get calls involving unusual animals and unusual outreach requests. I knew it wasn't routine, though, when the Portland Office of the Division of Law Enforcement received a call from the Free Willy Keiko Foundation inquiring about the permits needed to send Keiko, the 9,500 pound star of the 1993 movie "Free Willy," back to his native Iceland waters.

As many recall Keiko, who was captured off of the coast of southern Iceland in 1979, was living in a Mexican theme park when he made his entry into show business. The hit movie, which highlighted his less-than-ideal

living conditions, captured the hearts of people around the world.

In 1996, the Free Willy Keiko Foundation brought the orca to Newport's Oregon Coast Aquarium to restore his health and give him a chance at life in the wild. In September 1998, Keiko was moved to an open water holding pen near the Westman Islands in Iceland, where scientists hope he will eventually adjust to life in the sea.

Before the killer whale's much publicized departure could occur, the Foundation — like any exporter of wildlife in this country — needed to comply with the FWS wildlife import/export regulations. I worked with the Foundation to file a wildlife import/export declaration and arranged for a re-export permit under CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora).

A few days before Keiko's scheduled flight, I went to Newport to check his paperwork and validate his CITES re-export permit and FWS declaration form. We

See KEIKO ... Page 10



Keiko clowns during McLaughlin's visit.

More than 40 Refuge Week Events

Pacific region refuge celebrations attract thousands

Regional Director Anne Badgley participated in a ribbon cutting ceremony at a Malheur NWR wetlands project. Columbia Basin Geographic Assistant Regional Director Bill Shake went on a backroads hayride tour at Umatilla NWR. North Pacific Coast Geographic Assistant Regional Director Dave Wesley welcomed a group of Chinese wildlife habitat managers to Nisqually NWR. Refuges and Wildlife

Program Assistant Regional Director Carolyn Bohan spoke at the dedication of the Lanphere Dunes, a new unit of Humboldt Bay NWR.

Elsewhere around the Pacific Region, this year's National Wildlife Refuge Week events ranged from bird walks and wildlife art contests to all-day festivals, from a native plant sale to archaeology walks, and from tree planting projects to sun-



rise programs. In all, more than 40 individual events at nearly 25 refuges highlighted the National Wildlife Refuge System from October 10-17, 1998.

A report from Susan Saul, outreach specialist for refuges.

Upcoming Events

Morro Bay Winter Bird Festival

When: January 15-18
Where: The Inn at Morro Bay, CA
Contact: Morro Bay Chamber of Commerce 800/231-0592

Northern San Francisco Bay Flyway Festival

When: January 22-24
Where: Vallejo, CA
Contact: (707) 562-BIRD

Imperial Beach Bird Fest

When: January 29-31
Where: Imperial Beach, CA
Contact: Imperial Beach Chamber of Commerce 619/424-3151
birdfest@flitetours.com

San Francisco Bay Duck Days

When: February 6-7
Where: Don Edwards San Francisco Bay National Wildlife Refuge, Alviso, CA
Contact: Eva Conway 408/262-5513

Volunteer Act Prompts Educators Meeting

Craig Sheldon (Refuges) reports on new refuge planning effort

Editors note: I learned about an important meeting just held by the Division of Refuges involving refuge education programs. This interview with Craig Sheldon, Interpretation and Environmental Education Specialist for Refuges, provides details about this planning effort. For more information on the Volunteer/Partnership Enhancement Act, see: <http://www.fws.gov/r9extaff/pr9858.html>

You've recently joined the Division of Refuges. Can you tell us about your job and your background? I've been working as an Interpretation and Environmental Education Staff Specialist for Refuges since March. Before joining the Service, I spent 18 years with the National Park Service doing everything from "front line" interpretation to serving as Chief of Interpretation for two national parks in Florida. As a northern Wisconsin native whose father was a national forest wildlife biologist, interpreting the outdoors seemed like a natural career to me.

In mid-November you assembled a national team of environmental educators at NCTC. What was the purpose of the two-day meeting? The recently enacted National Wildlife Refuge Volunteer and Community Partnerships Enhancement Act, signed by President Clinton on October 5, 1998, requires that we develop a plan for refuge education programs within one year. We wanted to

bring people together from within and outside of refuges to share ideas about environmental education.... to sort of get a snapshot of what's going on and help us get started on the plan.

Who participated in the meeting? Twenty-three people attended, with two environmental educators invited from each region, NCTC and Washington, DC staff, a public school teacher, and representatives from non-profit organizations and

other partners. Denise Dachner (Sacramento NWR Complex) and Fran McTamane (Don Edwards San Francisco Bay NWR) represented Region 1. I'm sure they'd be glad to hear from anyone in the Pacific Region with interesting programs.

What happened at the meeting? A lot of time was devoted to sharing information about each person's programs; most of us were amazed that so many exciting things were happening. Our outside partners described their efforts and the types of support they can bring to the table. The second day was devoted to a discussion of what should be included in the plan. Throughout both days, the room buzzed with excitement and people seemed pleased to have the chance to help shape refuge education programs.

Did the group formulate a plan? No. We have a good baseline and gathered lots of ideas. We all agreed that the plan must offer many options to meet the needs of diverse refuges, from those with a little or no staff and very limited public use programs to those with many on staff and high public use. We plan to bring group members together again to continue work on the plan.

As Director Clark pointed out in the lead article in this issue, environmental education is not just kids' stuff. Did you discuss programs for other groups? Yes, we covered lots of audiences and methods for reaching beyond children. We discussed retirees and elderhostel groups, birding groups, job corps, local conservation corps, and others. Refuge programs should embrace people of all ages and backgrounds.

How does the mandate of the Volunteer Act tie to the Service's own environmental education objectives? As you know, the new Refuge Improvement Act includes environmental education as one of six priority public uses. The Volunteer Act complements the Refuge Improvement Act, requiring us to do some planning to enhance refuge education programs. We have a chance to put some pretty exciting and useful things in motion to guide refuges for many years to come. **O**

More Upcoming Events

California Duck Days

When: February 12-14
Where: Davis, CA
Contact: Liz Merry
1 800/425-5001

Klamath Basin Bald Eagle Conference/Festival

When: February 12-14
Where: Klamath Falls, OR
Contact: Klamath County Dept. of Tourism
1 800/445-6728



An Opportunity For Action

FWS offers the chance to do things that make a difference

By Joan Jewett

Last August, after 22 years as a journalist, I joined the Service as your new Pacific Region Chief of Public Affairs. Not surprisingly, people have asked me why. One person suggested that the Service hired me so I'd stop pestering the agency. Someone else speculated I was on an undercover assignment for my old newspaper, The Oregonian in Portland. After I dug up all the inside agency dirt, he said, I'd be gone. Both theories flatter the vain journalist in me. Neither is true.

The reality is that, after many years as a detached observer, I was itching to be more involved in natural resource issues. I was weary of writing about what other people were doing; I wanted to be one of the people who was doing things and perhaps, making a difference. I'd always admired the Service and its employees. I wanted to tell your stories without the negative slant so often required by editors. This job seemed to offer the perfect opportunity to use my environmental background in a positive and satisfying way.

I have as a yardstick the accomplishments of my predecessors, David Klinger and Susan Saul, who have left a legacy of positive, well-established relationships with the media and others — and are a tough act to follow. That's where all of you come in.

I envision a collaborative public affairs/outreach effort that educates the public and deepens support for the Service's mission. I am fortunate to take on this job at a time

when the regional External Affairs office is staffed at an unprecedented level. We have extremely capable information and education specialists, planners, biologists, and others in field offices who actively work on public affairs issues. I hope that everyone within the Region whose job involves public contact will call upon these skilled people.

I also hope that anyone who works with the news media will know their local reporters by name and the reporters will know who to call when they need information. With this type of groundwork, none of us should be surprised by how the Service is represented in news stories or will feel that a reporter did not understand our message. Together, we can do great work for the Service and the resources we value.

Toward that end, the External Affairs Office will hold a conference by next summer so that all of the region's "information brokers" can set goals and craft a strategy for coordinating our communication efforts. It will be an outstanding opportunity to clarify roles and responsibilities, set a common agenda, and get to know each other.

I look forward to working with you on public affairs issues. I hope to get out and meet many of you in your field offices. Please don't hesitate to call me for assistance or with advice, at 503/231-6121. **O**

Joan Jewett is chief of Region 1's Public Affairs Office.

"I hope that anyone who works with the news media will know their local reporters by name..."

TRAININGS & WORKSHOPS

Sharpen Your Communication Skills

This Cispus Learning Center workshop shares proven, sensible communication techniques. Chose from three topic areas: Successful Teams, Meeting Management, or Outreach and Public Involvement.

When: March 1-5

Where: Randle, WA

Contact: Tony Faast 503/231-6128 or Susan Saul 503/872-2728

Conducting Effective Meetings

This course provides participants with skills to conduct successful meetings. Topics range from Characteristics/Dynamics of Meetings to Minimizing Meeting Problems.

When: March 8

Where: Shepherdstown, WVA

Contact: Don Tollefson, NCTC, 3-4/876-7487

Communities Working for Wetlands

The Terrene Institutes two day meeting involves open sessions, workshops, roundtable discussions, and daily field trips all devoted to connecting people with an interest in wetlands. Topics range from school projects and wetland education tools to building partnerships and land use planning. Preconference registration is \$195 (until 1/10/99).

When: February 18-20, New Orleans, LA

When: March 18-20, San Francisco, CA

Contact: Registration information 703/548-5473 or on Internet: terrinst@col.com



Outreach Consultant Dies in Plane Crash

Two Pacific Region employees, Kathy Cheap and Mike Callow, died on November 6, 1998, when the aircraft in which they were riding flew into high voltage power lines and went down into the Columbia River near Washington's Hanford Reach.

Kathy and Mike, both from Mid-Columbia National Wildlife Refuge Complex in Umatilla, Oregon, were conducting waterfowl surveys at the time of the accident. Kathy was a wildlife biologist for the Mid-Columbia Complex and had worked for the Fish and Wildlife Service for 20 years. Mike had recently moved to Oregon to become refuge manager of the Umatilla NWR. He had worked for the Service for 12 years.

Kathy also was a member of the Region's cadre of outreach consultants. She loved introducing visitors to the Mid-Columbia refuges and helping them see the beauty of the area. Her outreach efforts and her commitment to her work made her well-known in the Mid-Columbia area.

"She was just this very chipper, very witty

woman who really loved what she did," said Shirley Wentworth, a Tri-City Herald bureau reporter who had worked on many articles with Kathy.

Kathy had recently organized a popular evening wildlife observation hayride as part of the Umatilla NWR's observance of National Wildlife Refuge Week.

She is survived by her husband, Mike Hayes, a biologist with the Oregon Department of Fish and Wildlife.

Mike Callow is survived by his wife, Dawn, and children, Clay and Shannon.

Service Director Jamie Rappaport Clark expressed her sorrow over the deaths. "This is a terrible loss for the Fish and Wildlife Service and I know that everyone who knew these two committed people will miss them as friends and colleagues."

Expressions of condolence and support for the families can be sent to Gary Hagedorn, Complex Manager, Mid-Columbia National Wildlife Refuge Complex, P.O. Box 700, Umatilla, Oregon 97882-0700.

Fly the Blue Goose Logo

The National Wildlife Refuge System's "blue goose" centennial logo is off the press and should be in your office now. Use this outreach tool to dress up your news releases, flyers, special event announcements, certificates, and other publications, and help promote our centennial celebration at the same time. It's available in two formats: camera-ready PMTs in many sizes and electronic.

If you'd like an electronic version, contact Susan Saul by cc: mail or telephone 503/872-2728 and specify which file type you'd prefer (cdr, eps, pcx, tif, or wmf).

New NFWF Grant Program

The National Fish and Wildlife Foundation (NFWF) announced a new initiative involving grant funds to help the Refuge System reach its full potential for species conservation by its centennial in 2003. "The National Wildlife Refuge System: Working Toward 2003" will provide matching grants to stations for relatively small, (up to \$20,000 in federal funds) on-the-ground habitat projects. Grants cannot exceed \$20,000 in approved by NFWF prior to preproposal submission.

For more information, contact Gary Kania, at 202/857-0166 or by Internet Kania@nfwf.org

Audubon's Refuge Guides

As part of its National Wildlife Refuge Campaign, the National Audubon Society has teamed up with St. Martin's Press, publisher of the well-known "Let's Go" travel guides, to produce a series of slick, regional travel guides featuring many of our national wildlife refuges.

The publisher has hired about 15 writers to visit refuges across the nation with visitor programs. The Division of Refuges will provide a letter for writers to carry on their visits, waiving entrance or other fees.

Here's a great opportunity for your refuge to shine and to promote the national wildlife refuge system.

Educating Via Satellite and TV

It's the wave of the future in Hawaii

By Ann Bell Hudgins

How much more "long distance" can you be than living in Hawaii — a 1,400 mile chain of islands located in the vast Pacific Ocean? Inspiring students to care about their native environment throughout the archipelago is a huge task, so tapping into "long distance" learning technology seemed to make sense. Thanks to a great idea from a refuge biologist, we've taken our first steps into the satellite age.

Four years ago Kellie Takimoto, a biologist living 650 miles from Hawaii's main islands on Tern Island in the Hawaiian Islands NWR, had a "long distance" vision. The remote Hawaiian island refuges support thousands of nesting seabirds and endangered wildlife. Why not transmit real-time video and audio into the classroom via satellite during regularly scheduled programs, allowing children to witness Hawaii's diversity and converse with an onsite biologist?

USING EXISTING OPPORTUNITIES

Through research, Takimoto discovered that long distance interactive learning was not new to Hawaii's Department of Education (DOE). Every week, 600 fifth and sixth grade classrooms tune into a DOE-sponsored "KidScience" program, which is aired in cooperation with Hawaii's public broadcast station, KHET.

During science programs that reach 97 percent of Hawaii's schools, producer and host Patty Miller invites students to participate in the studio-based, live broadcast by phoning in their questions. Kids love her innovative style, from using students on the air to perching a remote camera on the rim of an active volcano. Every year satellite time is purchased to air a special series of shows nationally. (You can find the showtime nearest you by checking their internet site at <http://www.mhpcc.edu/~kidsci>.)

Once a month, Miller's show includes a specialist from the community. I couldn't pass up this tag-along opportunity to reach thousands of students. As a guest on one program, I brought slides and other props for

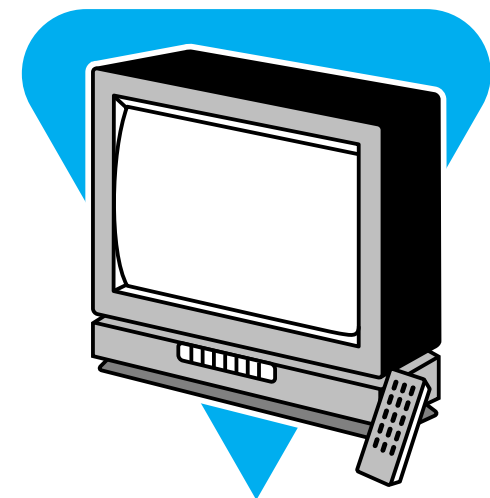
"visuals." A seabird biologist located on Tern Island joined us, using a NASA satellite phone to answer questions on the air. For other shows, I've helped Miller locate resource experts and organize trips to pre-tape wildlife footage and interviews with refuge biologists.

FINDING FUNDS AND PARTNERS

This partnership experience has left us charged to move forward. I recently discovered that a non-profit corporation for educational research and improvement is purchasing a satellite footprint to transmit video and audio educational programs across most of the Pacific Islands Ecoregion. The Service is researching the purchase of a portable satellite transmission unit capable of uplinking to this satellite, which could make Takimoto's long distance vision a reality for school children in the near future.

Whether we're in remote areas or near-urban settings, all of us want our environmental education efforts to count. You don't have to have a fat budget to enter this arena; free or low cost opportunities may exist in your community. Check with your state's Department of Education, local public broadcast station, and area colleges. For more information on our project, call me at 808/541-2749.

Ann Bell Hudgins is an outdoor recreation planner for the Pacific Islands Ecoregion.



"I couldn't pass up this tag-along opportunity to reach thousands of students."

More Upcoming Events

Salton Sea International Bird Festival

When: February 12-15

Where: Holtville, CA

Contact:

Carolyn Benson
760/344-4591
800/336-6354

[www.losbanos.com/
wow.htm](http://www.losbanos.com/wow.htm)

Wild on Wetlands

When: March 13-14

Where: Los Banos, CA

Contact: Los Banos
Chamber of Commerce
800/336-6354

[www.losbanos.com/
wow.htm](http://www.losbanos.com/wow.htm)

National Wildlife Refuge System Birthday

When: March 13

Where: Nationwide

Regional Contact:

Susan Saul
503/872-2728

International Wildlife Film Festival

When: April 17-24

Where: Missoula, MT

Contact: Amy Hetzler
406/728-9380

<http://www.wildlifefilms.org>

Outreach on Wheels

The San Francisco Bay Joint Venture wanted to showcase the partners' programs and improve dialogue with the staff of elected officials, but didn't want to resort to one-on-one meetings. Instead, they created a day-long informational bus tour that focused on existing and future North San Francisco Bay wetland restoration projects. The event included a tour of the Bay Model, lunch, and visits to several of the partners' sites.

Attendees mixed well and had the opportunity to network during and between tour stops. It was such an effective outreach tool that a similar informational bus tour will be arranged for another part of San Francisco Bay. Materials provided to participants generated follow-up calls from several of the staffers.

Volunteers Honored

The recent delisting of the American peregrine falcon is a tribute to grassroots efforts, such as those of the Portland Audubon Society, which aided in the bird's recovery.

Keiko...

Continued from Page 5

reviewed the papers in a monitoring room that allowed underwater views of Keiko. He was right at the window where I worked, as if he knew what I was doing!

Clearing a celebrity killer whale for export was probably a "once-in-a-career" experience. FWS wildlife inspectors examine wildlife and wildlife products that transit the nation's ports of entry, monitoring a trade worth more than \$1 billion. Our job may involve a lot of

The chapter began Peregrine Watch in 1995 at the request of the Oregon Department of Fish and Wildlife to ensure that chicks living on Portland's Fremont Bridge didn't fall prey to the area's industrial and urban hazards. Since then, more than 50 volunteers have mounted dawn-to-dusk vigils during nesting time to monitor the young birds. At least 4,000 people have visited informational tables on site, many enjoying their first glimpse of the fastest creature on earth.

To acknowledge these contributions, Region 1's Bill Maxon, Chief of Intergovernmental Affairs, presented plaques to Bob Sallinger, the Audubon Wildlife Care Center director, and Dennis Lindquist, a building engineer who helped establish the bridge monitoring program. The Region also promised to provide \$500 for a security system at the care center, where a falcon was stolen last December.

Habla Español?

In a recent issue of *Out and About*, former Public Affairs Chief, David Klinger, challenged all of us to produce outreach materials in languages spoken by members

of our communities. Kudos to the San Francisco Bay NWR Complex staff, which produced a Spanish language guide for the Refuge's *Salt Marsh Manual*. The City of San Jose provided funding for the project, which will be a valuable resource for Bay Area teachers. Other language translations are being considered. For more information, contact Genie Moore, 510/792-0222.

Marc Weitzel Honored

Argentine children will have will have a chance to work on various refuges in the United States, thanks to Project Leader Marc Weitzel, Hopper Mountain NWR Complex. This outreach program and several other endeavors are the result of Weitzel's efforts, who has served as the liaison/coordinator for technical assistance projects in Latin America.

The Service's Office of International Affairs recognized Weitzel's work with a certificate for "Exceptional Collaboration," an award given to individuals in the public and private sector worldwide who have made notable international accomplishments.

paperwork at times, but we also act as outreach ambassadors, ensuring that those who wish to import and export wildlife can do so and at the same time comply with U.S. laws and international treaties aimed at protecting species worldwide.

Toni McLaughlin is a wildlife inspector from the Portland Office of the Division of Law Enforcement.



Epic Help! Book is Out & About

Manual offers a teamwork approach to interpretation

By Glenda Franich

Does your office or field station need a publication produced or an interpretive plan designed? Are you overwhelmed with the scope of the entire project and need help getting started? The *EPIC HELP! Book* is now available to assist you. If you haven't already received it, it's just a phone call away.

A successful project depends on careful planning and communication between team members. Region 1's Division of Education, Publications, and Interpretive Communications (EPIC) recently distributed the *EPIC HELP! Book* throughout the regional office and to field stations.

Written and designed by EPIC staff, it includes topics on printing and publications, site planning, interpretive planning, and traveling exhibits. Check lists offer step-by-step assistance for project planning. Questions submitted from people in the field prompted informative question and answer sections for each type of planning. The book also addresses the types of products and services that are not available at EPIC and suggests where to obtain them. The loose-leaf binder format allows for future updates and expansion.

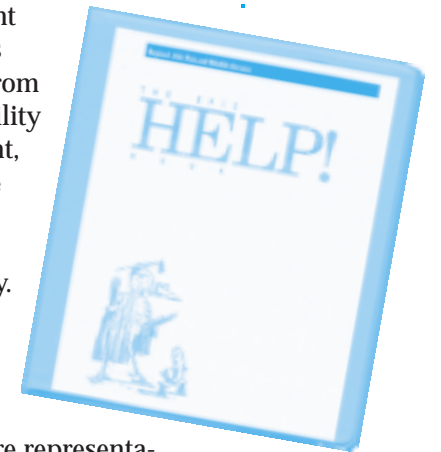
The *EPIC HELP! Book* guides you through the process of producing a publication or exhibit. A building block strategy outlines

each step in the development and design effort. It reviews how to sequence a project from the outset, assign responsibility for each step of development, determine who will provide necessary materials and information, and create an effective production strategy.

Colorful examples of kiosks, interpretive sites, interpretive panels, and publications are included in the book. These examples are representative of the work completed in Region 1 and demonstrate the flexibility and broad scope of the EPIC team. An actual watchable wildlife site development case study is also provided.

The *EPIC HELP! Book* is a valuable planning tool, full of extensive information and exceptional examples. Do you have questions? Projects? Need assistance? Please call us at 503/872-2700! **O**

Glenda Franich is a visual information specialist at EPIC.



RESOURCES: Displays, Exhibits, and Publications

Universal Access Guide

Universal Access to Outdoor Recreation: A Design Guide has easy-to-follow, cross-referenced text and drawings for trails, ramps, buildings, and more. Check your office or order from MIG Communications, 800 Hearst Avenue, Berkeley, CA 94710, 510/845-0953. Cost is \$44.95 plus \$4.50 shipping.

NRA Disabled Shooting Services and Programs

The National Rifle Association offers a variety of services to assist organizations with shooting programs, including special training workshops and seminars on your site. For information contact Dave Baskin, NRA, 11250 Waples Mill Road, Fairfax, VA 22030, 703/267-1495.

Event Marketing

The *Creative Event Development* workbook is a step-by-step planning process, from event creation to completion. It includes forms, sample budgets, case studies, and more. Cost is \$139.95 plus \$12.85 shipping. Contact Creative Event Development, 12259 Montego Plaza, Dallas TX, 75230, 972/720-8793.

Event Planning References

The International Festivals and Events Association offers a free brochure listing dozens of books and audio tapes for sale on

Universal Access...

Continued from Page 1

“...we will
provide visitors
with disabilities
an experience
equal to that
offered to
others.”

ments \$94,000. Currently, the refuge has nearly 100,000 annual visits to access our wildlife viewing, education, interpretive and hunting facilities and programs. Within the next few years, we hope to have universal access with “reasonable accommodations” for our disabled visitors. This means we will provide visitors with disabilities an experience equal to that offered to others.

GETTING GUIDANCE FROM WORKING GROUP AND OTHERS

To realize this goal, the refuge is working with the solicitors’s office, the Regional human resources office, and a U.S. Forest Service accessibility specialist in the Pacific Northwest region office. We have drawn heavily from the guide, “Universal Access to Outdoor Recreation,” but have discovered that current accessibility guidelines are written for “built” or city environments. Trying to define standards for outdoor recreation activities, such as waterfowl hunting blinds located in a flooded environment, is a gray area.

Since disabled waterfowl hunting blinds were not addressed in the guidelines, a Disabled Access Working Group was formed to provide guidance. The group, which is chaired by our Refuge Manager, includes five disabled hunters who represent the California Handicapped Hunters, Disabled Sportsman’s Association, and the unattached disabled hunter. Also included are representatives from the California Department of Fish and Game, the State Department of Rehabilitation, California Waterfowl Association, and refuge staff.

IMPROVING HUNTING FACILITIES, ACCESS, AND PARKING AREAS

The group’s goal was to generate ideas to improve disabled hunter facilities on four of

the six refuges in the complex that offer hunting. The group discussed many ideas for improving waterfowl hunting blinds, access, and parking areas; a visit to the field helped identify specific access and blind design needs. Such universal access issues as *reasonable accommodations*, *compatibility*, and *representative portion* were addressed by referring to the American Disabilities Act, Uniform Federal Accessibility Standards, and the USFWS’s Strategic Plan for Accessibility.

In practical terms, our challenge is to provide *reasonable accommodations* for disabled hunters to a *representative portion* of the blinds, while providing a *compatible* and *similar* hunting experience offered to others. Our working group made it clear that disabled hunters need better access to the marsh in order to reach three new and two improved waterfowl hunting blind sites we are constructing.

EXPERIMENTING WITH DIFFERENT DESIGNS AND MATERIALS

Since they offered differing ideas about how to achieve this, we are constructing each hunting site using different materials in order to see what works best. The surface materials will range from a wooden boardwalk and platform blind to dirt peninsulas with rubber matting or graveled pathways leading to blinds with concrete, polyethylene (Superdeck) or rubber mat floors. The blinds will be ready to use this hunting season.

An evaluation form will be provided to hunters using these sites to gather information about potential modifications and improvements. The Disabled Access Working Group will continue to provide guidance on other universal access issues related to Refuge programs and facilities. Additionally we will continue to listen to the comments of individual refuge visitors.

Together, we hope that the people we’ve assembled and the action plan will provide our disabled visitors with experiences similar to those offered to other. When our waterfowl hunting blinds and other programs are universally accessible, we will truly be ready for our disabled visitors. (Looking for help? See Resources, page 11.)

Denise Dachner is an outdoor recreation planner at Sacramento National Wildlife Refuge Complex.



Printed on recycled paper

Working
group gives
advice
during the
site tour.

